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<sup>3</sup> Tips to County Extension Workers on

TELLING AND SELLING

Farm and Home Development //

BUILDING YOUR CASE:

1. Situation -- build your Farm and Home Development information program around the current situation whether it be on a county-wide or on a local family basis.
  - a) present facts on the county farm evaluation, total number of tillable acres, pasture acreage, timber acreage, crop yields, average milk, beef, swine, sheep, and poultry production per farm, total county production of these, fertilizer use, pasture carrying capacity, and other pertinent information. (These figures can be secured from the state or county census.)
  - b) compare these figures with state averages to show where your county stands. Cite possibilities for your county and what this means in terms of increased income and better family living.
  - c) secure records of families practicing farm and home development or who have been doing a good job of farm and home management for several years and compare these figures with STATE averages and with averages in your COUNTY.
  - d) USE THIS FACTUAL INFORMATION AS A BASIS FOR SELLING FARM AND HOME DEVELOPMENT TO:
    1. editors and other opinion leaders
    2. farm families and the general public
2. Objectives -- set forth the longtime and immediate county or individual family objectives as developed by the county Farm and Home Development advisory committee or by individual farm families.
  - a) get as complete a story as possible from each family now practicing Farm and Home Development comparing their net worth, labor income, carrying capacity of farm, and farm and home inventory before starting their Farm and Home Development plan to their present situation.
  - b) use these stories for citing possibilities of production, income, and farm and home improvements that are reasonable objectives for your county.

- c) cite other counties or states that have been doing a good job with Farm and Home Development showing their progress, and apply these figures locally to show what Farm and Home Development can do for your county and for individual farm families.
3. Plan of Action -- tell how Farm and Home Development work is to be launched in your county if new, or how it is to be strengthened if not new, through press, radio, television, editorials, and all other information media available.
- a) explain what farm and home development involves and how agents will work with farm families.
  - b) gain the confidence and support of local editors, farm and civic leaders. Make it a civic undertaking as well as an individual farm family undertaking if possible.
  - c) use county leaflets to spark local interest in the work.
    - 1. leaflets don't have to be fancy --can be simple mimeographed publication explaining what Farm and Home Development is, why it's needed, how it works, how farm families can get this assistance.
    - 2. if Farm and Home Development work in the county is not new -- leaflet should show results of the work and what it means to farm families and to the county.
    - 3. leave copy of the leaflet with prospective Farm and Home Development families, editors and other leaders after visiting them.

#### METHODS OF CARRYING OUT FARM AND HOME DEVELOPMENT INFORMATION PROGRAM:

- 1. encourage local editors to give editorial support to the work by showing them what it means to farm families, communities, county, and business.
- 2. try to get local newspapers to feature one Farm and Home Development family monthly or as often as possible.
- 3. provide regular progress stories on Farm and Home Development to local newspapers.
  - a) use before and after pictures to illustrate progress and accomplishments.
- 4. use improved practices being adopted by participating families as basis for subject matter stories as often as possible. Mention somewhere in the story that the family is enrolled in Farm and Home Development.
- 5. devote as many of your local columns as possible to progress being made by Farm and Home Development families; or you might want to start a regular Farm and Home Development column.



6. ask cooperation of newspaper editor in publishing at least one special Farm and Home Development progress edition annually.
  - a) emphasize results of Farm and Home Development through feature stories showing accomplishments of participating families.
  - b) ask business and civic leaders to write stories telling what the work means to the county both financially and community-improvement wise.
7. REMEMBER THAT YOU ARE WRITING ABOUT PEOPLE...NOT THINGS...so make sure your stories tell:
  - a) present situation of families who are just starting Farm and Home Development, or situation of older Farm and Home Development families before they started their plans.
  - b) family goals --what the family is trying to accomplish.
  - c) the family's farm and home improvement plan.
  - d) how fast improvements are being made and how this is being done.
8. Develop a regular plan for taking both black and white, and 35 mm kodachrome slides.
  - a) set up a calendar of when pictures are to be taken so you'll be sure to get them.
  - b) be sure to take "before" pictures when you first start working with the family.
9. Develop a slide story on Farm and Home Development. Could be either an individual family story or a county story.
10. Feature Farm and Home Development families on your radio and television programs as often as possible.
  - a) use black and white pictures on your television programs to show progress being made by farm families
  - b) might suggest to local television farm editor that he start a Farm Family of the Week Feature.
  - c) tip off RFD's to good farm family features
  - d) make sure you invite press, radio, and TV editors as well as businessmen and civic leaders to attend your Farm and Home Development tours over the county.

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IT'S THE CONSTANT DRIP...NOT THE FLOOD...THAT WEARS THE STONE AWAY







